

PUBLIC WORKS

BUDGET UNIT: CALICO GHOST TOWN MARKETING SERVICES (SPS CCR)

I. GENERAL PROGRAM STATEMENT

This special revenue fund was established in 1997-98 to provide separate accountability and operations of marketing services for Calico Ghost Town Regional Park. These services include advertising and marketing for special events such as Calico Days, Spring Festival, Hullabaloo, the Fine Arts Show, and other smaller events. 3% of the Calico Ghost Town concessionaire's gross sales, as well as 15% of the park's admission fees are used to finance these services.

II. BUDGET & WORKLOAD HISTORY

	Actual 2001-02	Budget 2002-03	Actual 2002-03	Budget 2003-04
Total Appropriation	364,750	405,156	338,741	428,694
Total Revenue	317,156	389,300	380,479	370,500
Fund Balance		15,856		58,194
Budgeted Staffing		1.0		1.0

III. HIGHLIGHTS OF BOARD APPROVED CHANGES TO BUDGET

STAFFING CHANGES

None.

PROGRAM CHANGES

None.

GROUP: Economic Development/Public Services				FUNCTION: Rec & Cultural Svcs	
DEPARTMENT: Public Works - Calico Ghost Town Marketing Services				ACTIVITY: Promotion	
FUND: Special Revenue SPS CCR					
	2002-03	2002-03	2003-04	2003-04	
	Actuals	Approved Budget	Board Approved Base Budget	Board Approved Changes to Base Budget	2003-04 Final Budget
Appropriation					
Salaries and Benefits	36,754	47,130	47,130	2,411	49,541
Services and Supplies	301,987	358,026	358,026	20,954	378,980
Transfers	-	-	-	173	173
Total Appropriation	338,741	405,156	405,156	23,538	428,694
Revenue					
Use of Money & Prop	53,681	65,500	65,500	(9,500)	56,000
Current Services	102,235	145,000	145,000	(35,000)	110,000
Other Revenue	224,563	178,800	178,800	25,700	204,500
Total Revenue	380,479	389,300	389,300	(18,800)	370,500
Fund Balance		15,856	15,856	42,338	58,194
Budgeted Staffing		1.0	1.0	-	1.0
Board Approved Changes to Base Budget					
Salaries and Benefits	2,411	Step increase in salary for Marketing Coordinator.			
Services and Supplies	20,954	Increase mainly the result of additional fund balance available.			
Transfers	173	Marketing Coordinator increase in EHAP expenses.			
Total Appropriation	23,538				
Revenue					
Use of Money & Prop	(9,500)	Decrease due to a decline in tourism at the Park.			
Current Services	(35,000)	Decrease due to a decline in tourism at the Park.			
Other Revenue	25,700	Anticipated increase in festival and special event revenue.			
Total Revenue	(18,800)				
Fund Balance	42,338				